

**Amendments to the Claims:**

This listing of claims is as previously presented in the amendment of 10/12/2007 as follows:

**Listing of Claims:**

1. (previously presented): A method for electronic instant message conversation, the method comprising the steps of:

receiving at a second unidentified client, a first message to be published from a first client, the first client having a first network address, the first message being directed through a pub/sub service, the second client being a subscriber to the service of the pub/sub service and being anonymous to the first client and other subscribers of the pub/sub service and being unaddressed by the first client, said anonymous subscribers known only to said pub/sub service;

creating at the second client, a second message, the second message comprising the first message and the first network address, said first message in said second message providing context to said second message;

transmitting the second message by way of an instant message application from the second client to the first client;

retrieving additional information related to the second client; and

presenting the second message and the additional information at the first client;

said second client remaining anonymous to the first client and other subscribers after said transmission of said second messages to the first client.

2. (previously presented): The method according to claim 1, wherein the first message is received at the second client from the first client by way of a publish/subscribe server.

3. (previously presented): The method according to claim 1, comprising the further step of subscribing, by any one of the first client or the second client, to a channel of a publish/subscribe server, said subscribing being authenticated and authorized by said publish/subscribe server anonymous to others of said second or first clients.

4. (previously presented): The method according to claim 1 wherein the additional information comprises any one of a first user name, first user title, first user telephone number, first user job responsibility or a first user secretary.

5. (previously presented): The method according to claim 4 wherein any one of the first message or the second message is translated to any one of a telephone message, a video display, an audio message or a mechanical actuator.

6. (previously presented): A method for identifying a message initiator in a system for instant message using a publish/subscribe server, the method comprising the steps of:

obtaining at a first client, first user identifying information;

incorporating the first user identifying information in a message to be published;

transmitting the message to a pub/sub server;

publishing the message to subscribers of the pub/sub server, said subscribers being anonymous to said first user and other subscribers and being authenticated and authorized by said pub/sub server, said anonymous subscribers being known only to said pub/sub server;

providing the message comprising the first user information to a second user subscriber who remains anonymous to said first user; and

transmitting a second message responsive to said published message from a second user subscriber directly to the first user, said second user subscriber remaining anonymous to said first user and other subscribers after the second message is transmitted to said first user.

7. (Original): The method according to claim 6 wherein the providing step comprises the further steps of:

acquiring second user information based on the first user identifying information in the message; and

providing the second user information to the subscriber.

8. (Original): The method according to claim 6 wherein the obtaining step comprises the further step of:

transforming user information from any one of instant message, text, audio, video or voice into the digital message.

9. (Original): The method according to claim 6 wherein the presenting step comprises the further step of:

transforming the message to any one of instant message, text, audio or video.

10. (previously presented): A method for electronic instant message conversation, the method comprising the steps of:

creating at a first client, a first message to be published, the first message comprising any one of additional information or a link to additional information, the additional information comprising any one of a user title, a user telephone number, a user value, a user job responsibility or information about a user's secretary;

transmitting the first message by way of an instant message application via a pub/sub service from the first client to a second client, the second client being unaddressed by the first client and being a subscriber to the pub/sub service, said second client being known only to said pub/sub service and being anonymous to said first client and to other subscribers of said pub/sub service;

retrieving at the second client, the additional information;

presenting the first message and the additional information at the second client; and

transmitting a second message from the second client directly to the first client said second client remaining anonymous to the first client and other subscribers of said pub/sub service after said second message is transmitted to said first client.

11. (previously presented): A computer program product for electronic instant message conversation, the computer program product comprising:

a storage medium readable by a processing circuit and storing instructions for execution by the processing circuit for performing a method comprising the steps of:

receiving at a second anonymous client, a first message to be published from a first client via a pub/sub service, the first client having a first network address the second client being a subscriber to the pub/sub service and anonymous to the first client and other subscribers of the

pub/sub service and being unaddressed by the first client, said anonymous subscribers known only to said pub/sub service;

creating at the second client, a second message, the second message comprising the first message and the first network address, said first message in said second message providing context to said second message;

transmitting the second message by way of an instant message application from the second client to the first client;

retrieving additional information related to the second client; and

presenting the second message and the additional information at the first client;

said subscribers remaining anonymous to the first user and other subscribers after said transmission of said second message to the first client.

12. (previously presented): The computer program product according to claim 11, wherein the first message is a published message received at the second client from the first client by way of a Publish/Subscribe server.

13. (previously presented): The computer program product according to claim 11, comprising the further step of subscribing, by any one of the first client or the second client, to a channel of a publish/subscribe server, said subscribing being authenticated and authorized by said publish/subscribe server anonymous to the other of said second or first clients.

14. (previously presented): The computer program product according to claim 11 wherein the additional information comprises any one of a first user name, first user title, first user telephone number, first user job responsibility or a first user secretary.

15. (previously presented): The computer program product according to claim 14, wherein any one of the first message or the second message is translated to any one of a telephone message, a video display, an audio message or a mechanical actuator.

16. (previously presented): A computer program product for identifying a message initiator in a system for instant message using a pub/sub server, the computer program product comprising:

a storage medium readable by a processing circuit and storing instructions for execution by the processing circuit for performing a method comprising the steps of:

obtaining at a first client, first user identifying information;

incorporating the first user identifying information in a message to be published;

transmitting the message to a pub/sub server;

publishing the message to subscribers of the pub/sub server said subscribers being anonymous to the first user and other subscribers and being authenticated and authorized by said pub/sub server, said anonymous subscribers being known only to said pub/sub server;

providing the message comprising the first user information to a subscriber who remains anonymous to said first user and other sub/pub subscribers; and

transmitting a second message responsive to said published message from a second user subscriber directly to said first user, said second user subscriber remaining anonymous to said first user and other subscribers after the second message is transmitted to said first user.

17. (Original): The computer program product according to claim 16 wherein the providing step comprises the further steps of:

acquiring second user information based on the first user identifying information in the message; and

providing the second user information to the subscriber.

18. (Original): The computer program product according to claim 16 wherein the obtaining step comprises the further step of:

transforming user information from any one of instant message, text, audio, video or voice into the digital message.

19. (Original): The computer program product according to claim 16 wherein the presenting step comprises the further step of:

transforming the message to any one of instant message, text, audio or video.

20. (previously presented): A computer program product electronic instant message conversation, the program product comprising:

a storage medium readable by a processing circuit and storing instructions for execution by the processing circuit for performing a method comprising the steps of:

creating at a first client, a first message to be published, the first message comprising any one of additional information or a link to additional information, the additional information comprising any one of a user title, a user telephone number, a user value, a user job responsibility or information about a user's secretary;

transmitting the first message by way of an instant message application from the first client via a pub/sub service to a second client who is a subscriber to the pub/sub service known only to said pub/sub service and anonymous to the first client and other subscribers of the pub/sub service and who is not addressed by the first client;

retrieving at the second client, the additional information;

presenting the first message and the additional information at the second client; and

transmitting a second message from the second client directly to the first client said second client remaining anonymous to the first client and other subscribers of the pub/sub service after said second message is transmitted to said first client.

21. (previously presented): A system for electronic instant message conversation, the system comprising:

a network;

a first client in communication with the network;

a second client in communication with the network, wherein the clients include instructions to execute a method comprising:

receiving at a second unidentified client via a pub/sub service, a first message to be published from a first client, the first client having a first network address, the second client being a subscriber to the pub/sub service and anonymous to the first client and other subscribers of the pub/sub service and being unaddressed by the first client, said anonymous subscribers known only to said pub/sub service;

creating at the second client, a second message, the second message comprising the first message and the first network address, said first message in said second message providing context to said second message;

transmitting the second message by way of an instant message application from the second client to the first client;

retrieving additional information related to the second client; and

presenting the second message and the additional information at the first client and other subscribers of the pub/sub service;

said second client remaining anonymous to the first client and other subscribers after said transmission of said second message to the first client.

22. (previously presented): The system according to claim 21 wherein the first message is a published message received at the second client from the first client by way of a Publish/Subscribe server.

23. (previously presented): The system according to claim 21 wherein the additional information comprises any one of a first user name, first user title, first user telephone number, first user job responsibility first user secretary.

24. (previously presented): The system according to claim 23 wherein any one of the first message or the second message is translated to any one of a telephone message, a video display, an audio message or a mechanical actuator.

25. (previously presented): A system for identifying a message initiator in a system for instant message using a pub/sub server, the system comprising:

a network;

a pub/sub server;

a first client in communication with the network, wherein the clients include instructions to execute a method comprising:

obtaining at a first client, first user identifying information;

incorporating the first user identifying information in a message to be published;

transmitting the message to said pub/sub server;

publishing the message to subscribers of the pub/sub server, said subscribers being anonymous to said first user and other subscribers and being authenticated and authorized by said pub/sub, said subscribers being known only to the pub/sub server;

providing the message comprising the first user information to a subscriber who is anonymous to said first user; and

transmitting a second message responsive to said published message from a second user subscriber directly to said first user, said second user subscriber remaining anonymous to said first user and other subscribers after the second message is transmitted to said first user.

26. (Original): The system according to claim 25 wherein the providing step comprises the further steps of:

acquiring second user information based on the first user identifying information in the message; and

providing the second user information to the subscriber.

27. (Original): The system according to claim 25 wherein the obtaining step comprises the further step of:

transforming user information from any one of instant message, text, audio, video or voice into the digital message.

28. (Original): The system according to claim 25 wherein the presenting step comprises the further step of:

transforming the message to any one of instant message, text, audio or video.

29. (previously presented): A system for electronic instant message conversation, the system comprising:

a network;

a pub/sub server;

a first client in communication with the network, wherein the clients include instructions to execute a method comprising:

creating at a first client, a first message to be published, the first message comprising any one of additional information or a link to additional information, the additional information comprising any one of a user title, a user telephone number, a user value, a user job responsibility or information about a user's secretary;

transmitting the first message by way of an instant message application via said pub/sub server from the first client to a second anonymous client, said second client being a subscriber to said pub/sub server and being known only to the sub/pub server and being anonymous to said first client and other subscribers to said pub/sub server and being authenticated and authorized by said pub/sub server;

retrieving at the second client, the additional information;

presenting the first message and the additional information at the second client; and

transmitting a second message responsive to the first message from the second client to the first client, said second client remaining anonymous to the first client and other subscribers of said pub/sub service after said second message is transmitted to said first client.

30. (currently amended): The method according to claim 1, comprising the further steps of:

associating the second client with a channel of a publish/subscribe server, said second client being authenticated and authorized by said publish/subscribe server;

the first client sending the first message to the channel of the publish/subscribe server;

determining network addresses of a plurality of subscribers associated with the channel, the plurality of subscribers associated with the channel comprising the second client; and

the publish/subscribe server publishing the first message to the determined plurality of subscribers.

31. (previously presented): The method according to claim 4, wherein the additional information further consists of any one of a first user address, a first user value, a text file, a video file, an audio file or a network link (such as a URL).

32. (previously presented): The method according to claim 6, wherein the transmitting step comprises the further steps of:

the first client associating the first message to be transmitted with a channel of the pub/sub server;

the pub/sub server determining network addresses of a plurality of subscribers associated with the channel, the plurality of subscribers associated with the channel comprising the second client; and

the pub/sub server receiving the first message from the first client;

wherein the publishing step comprises the further step of publishing the first message to the plurality of subscribers associated with the channel of the pub/sub server.

33. (previously presented): The method according to claim 10, wherein the additional information further consists of any one of a text file, a video file, an audio file, a network link such as a URL, a telephone message or command information for actuating a mechanical device.